

BearingPoint®

# Generating growth based on evidence- driven analysis and a continuous focus on quality

Mercodia   
Immunoassays & Services

Mercodia's quest for growth included defining and entering new markets. To determine the expansion potential without compromising product and service quality, the company asked BearingPoint for an evidence-based approach revealing the existing needs. As a result of BearingPoint's engagement, Mercodia decided to pursue a new market.

Founded in 1991 as a privately-owned biotech company, Mercodia is a world-leading developer, manufacturer and distributor of high-quality immunoassay kits for the measurement of biomarkers in the areas of diabetes, obesity and cardiovascular disease.

## Harvesting the necessary data for accurate expansion plans

Mercodia was looking to investigate and assess new markets to achieve growth while maintaining product and service quality standards at their renowned high level, that has positioned them as a trusted brand on the Biotech market. Challenged with extended time to market due to extensive regulatory and quality demands, Mercodia needed a structured, evidence-based approach to evaluate potential markets that met their growth requirements.

## Homing in on the highest potential markets

BearingPoint created a cross-functional team of subject matter experts in academic research, medicine and life science knowledge and experts in strategic projects. Leveraging the Ansoff matrix, they organized workshops using an outside-in approach and an evidence-driven analysis of new disease areas. This resulted in a limited number of areas and markets. To reduce this number, they made a selection criteria framework tailored to fit the bio-tech industry and meet Mercodia's requirements. Key opinion leaders in clinical trials were then interviewed to prepare a detailed competitive landscape.

”BearingPoint’s unique approach enabled Mercodia to identify and evaluate three new markets. As a result Mercodia decided to further pursue the market identified with the best strategic fit with our current portfolio”

- Jeanette Axelsson, Managing Director Business Development, Mercodia AB -

## Finding the perfect market to begin expansion

Based on the BearingPoint contribution, Mercodia decided to pursue a new research market. BearingPoint's assistance helped Mercodia obtain sufficient information and data to convince them to support a new research market leading to market differentiation and potential growth.

## Contact

For more information, please contact Louise von Blixen-Finecke, Engagement Partner, at [louise.von.blixen@bearingpoint.com](mailto:louise.von.blixen@bearingpoint.com).